AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application.

Claim 1 (Cancelled).

2. (Currently Amended) The advertisement delivery method according to claim ~~1~~ 18, wherein the category selection screen is displayed by pressing a control button displayed on the advertising area.

3. (Currently Amended) The advertisement delivery method according to claim ~~1~~ 18, wherein ~~relevant~~ information ~~is derived from~~ relating the user information of the client terminal and the advertising screen information that belongs to the category information selected ~~and~~ by the user is stored in ~~the~~ said advertisement delivery server.

4. (Currently Amended) The advertisement delivery method according to claim ~~1~~ 18, wherein ~~relevant~~ information ~~is derived from~~ relating the user information of the client terminal and the advertising screen information that belongs to the category information selected ~~and~~ by the user is stored in the client terminal.

Claims 5-17 (Cancelled).

18. (New) An advertisement delivery method for displaying advertising screen information in an advertising area of a client terminal, on which advertising area and web page area are independently displayed, comprising:

advertisement posting servers for transmitting to the client terminal information for displaying, independently, the web page area and the advertising area, and information for displaying web page display information; and

an advertisement delivery server for transmitting to the client terminal information for displaying the advertising screen information in the advertising area, and category selection screen information for selecting advertisement categories, wherein

the client terminal

displays, independently, the web page area and the advertising area on the client terminal, upon receiving the information for displaying, independently, the web page area and the advertising area from said advertisement posting servers, and displays the web page display information in the web page area,

displays the advertising screen information on the advertising area, upon receiving the advertising area display information from the advertisement delivery server,

displays a category selection screen upon receiving the category selection screen information from said advertisement delivery server, and

transmits user information and category information selected to said advertisement delivery server when a category is selected by a user at the category selection screen,

said advertisement delivery server extracts advertising screen information that belongs to the category selected, and transmits the advertising screen information extracted to the client terminal, upon receiving, from the client terminal, user information and the category information selected, and

the client terminal updates the advertising screen information in the advertising area upon receiving the advertising screen information extracted.

19. (New) An advertisement delivery system for displaying advertising screen information in a advertising area of a client terminal, on which advertising area and web page area are independently displayed, comprising:

advertisement posting servers for transmitting to the client terminal information for displaying, independently, the web page area and the advertising area, and information for displaying web page display information;

an advertisement delivery server including

a category information acquiring section that retrieves advertising category information selected and received from the client terminal,

a user information acquiring section that retrieves user information received from the client terminal,

a delivered advertising screen information storage section for storing information relating the category information and the advertising screen information belonging to the category, and for storing advertiser web page information to be linked,

an advertising area information generating section for generating advertising area display information, and

a category screen information generating section for generating category selection screen information;

a client terminal including

a display section for displaying,

on the advertising area, the advertising screen information based on the advertising area display information received from said advertisement delivery server,

on the web page area, the web page display information based on information received from said advertisement posting servers, and

on the client terminal, a category selection screen based on category selection screen information received from said advertisement delivery server, and

an input section for selection by the user of advertisement categories; and

a network for connecting said advertisement posting servers and said advertisement delivery server to the client terminal, wherein

said advertisement posting servers transmit information for independently displaying the web page area and the advertising area, and information for displaying the web page display information to the client terminal, when accessed from the client terminal,

said advertisement delivery server transmits, to the client terminal, advertising area display information for displaying the advertising screen information in the advertising area, and the category selection screen information for selecting advertisement categories,

said client terminal

independently displays the web page area and the advertising area on the client terminal, upon receiving the information for independently displaying the web page area and the advertising area,

displays the web page display information on the web page area, upon receiving the information for displaying the web page display information from said advertisement posting server,

displays the advertising screen information on said advertising area, when receiving said advertising area display information from said advertisement delivery server, and displays the category selection screen based on the category selection screen information, upon receiving the category selection screen information from said advertisement delivery server, and

transmits the user information and the category information selected to said advertisement delivery server, when a category is selected at the category selection screen,

said advertisement delivery server extracts the advertising screen information that relates to the category selected at the client terminal and transmits the

advertising screen information extracted to the client terminal, upon receiving the user information and the category information selected, and

the client terminal updates the advertising screen information in the advertising area upon receiving the advertising screen information extracted.

20. (New) An advertisement delivery server in an advertisement delivery system for displaying advertising screen information in an advertising area on a client terminal to which advertising area and web page area are independently provided, comprising:

a category information acquiring section that retrieves category information received from the client terminal;

a user information acquiring section that retrieves user information received from the client terminal;

a delivered advertising screen information storage section for storing information relating the category information and the advertising screen information belonging to category, and for storing advertiser web page information to be linked;

an advertising area information generating section for generating advertising area display information;

a category screen information generating section for generating category selection screen information;

an advertisement delivery server for extracting the advertising screen information relating to a category selected by the user, based on the category information selected, when receiving the user information and the category information from the client terminal, wherein

said advertising area information generation section generates advertising area display information based on the advertising screen information and transmits the advertising area display information generated to the client terminal, and

said category screen information generation section generates the category selection screen information.